

CELEBREX
05/04/04
"Guitar" :15
Page 1 of 2

5/13/04

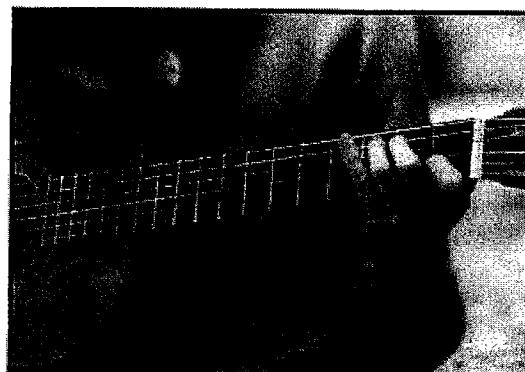
(R)



V.O.
(WOMAN)
With Celebrex...



...I will play the long version.



V.O.
(MAN)
Ask your doctor...

CELEBREX

05/04/04

"Guitar" :15

Page 2 of 2



...if Celebrex is right for you.



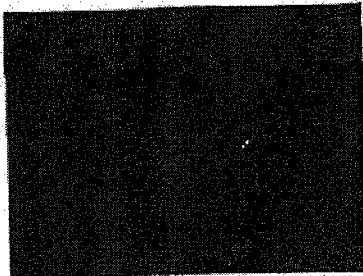
Or call...



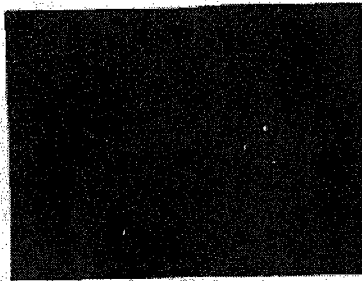
1-888-CELEBREX.

PRODUCT Celebrex
 MARKET New York, NY
 PROGRAM []
 CODE # []
 TITLE Arthritis Tips: Woman Spouts Statistics

LENGTH 30
 STATION []
 DATE 05/12/2004
 TIME 06:14 PM



(MUSIC IN) MALE ANNCR: Celebrex presents,



arthritis tips.



WOMAN: Arthritis is the most



wide-spread crippling disability in the United States today.



Arthritis is the predominate cause of



activity limitations and is a major



determinate of nursing home institutionalization for the elderly.



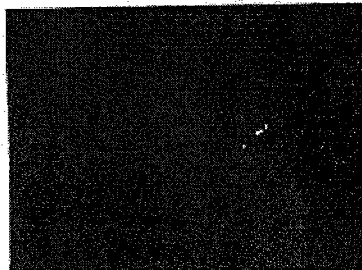
One of every 7 people and 1 in every 3 families is affected by arthritis.



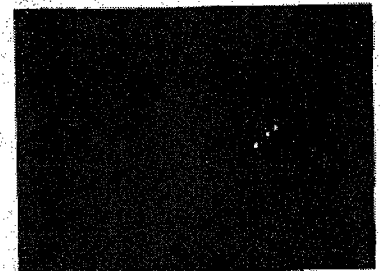
If you feel any pain or discomfort in your joints.



contact your local doc.



ANNCR: These arthritis tips



have been brought to you by Celebrex. (MUSIC OUT)

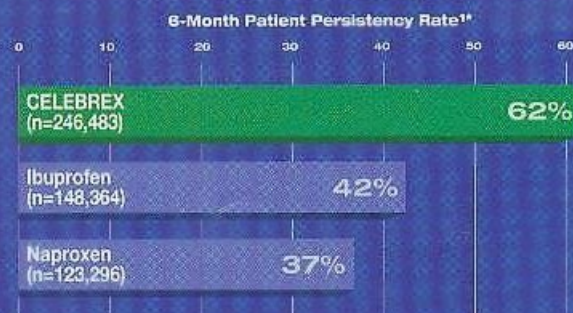
VIDEO ALSO AVAILABLE IN ANALOG & DIGITAL FORMATS

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STRENGTH THEY CAN STAY WITH.



In a study of approximately 1 million patients, persistency rates of different OA/RA treatments were assessed at 6 months*



*All patients, including continuing patients and reinitiators on therapy through month 6 (June 2002; N=955,053). Similar results were seen in each of the 12 study cohorts. Information was provided by a subset of retail pharmacies. Patients included cash payers as well as those covered by Medicaid and third-party insurers. NDC Health COX-2 and NSAIDs Persistency Analysis, November 2002.

Patients with a prescription for 15 days or less were excluded. Prescription indication and reason for discontinuation were not identified.

Reference: 1. Data on file.

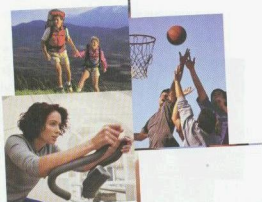
CELEBREX
(CELECOXIB CAPSULES)

Proven strength that lasts

CELEBREX is contraindicated in patients with a known hypersensitivity to celecoxib; in patients who have demonstrated allergic-type reactions to sulfonamides; and in patients who have experienced asthma, urticaria, or allergic-type reactions after taking aspirin or other NSAIDs.

Serious GI toxicity such as bleeding, ulceration, and perforation can occur with or without warning symptoms in patients treated with NSAIDs. Most common side effects were dyspepsia, diarrhea, and abdominal pain, and were generally mild to moderate.

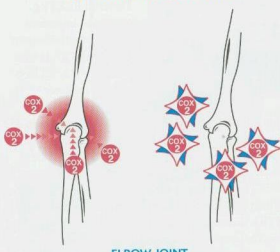
Please see brief summary of prescribing information on adjacent page.



HOW TO HIT ARTHRITIS JOINT PAIN HARD

BEXTRA
valdecoxib tablets

BEXTRA TARGETS A MAJOR SOURCE OF ARTHRITIS JOINT PAIN...



ELBOW JOINT

COX-2

enzymes let the body make chemicals that cause your joint pain and swelling.

BEXTRA

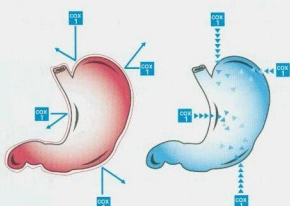
relieves joint pain, stiffness, and swelling by targeting the action of COX-2.

The human body produces both COX-1 and COX-2 enzymes.

Please see accompanying important Product Information.

6

...WHILE THE STOMACH STAYS PROTECTED.



STOMACH

If the action of COX-1 is blocked, the body can't make what it needs to protect the stomach lining.

When doctors prescribe BEXTRA, they know that COX-1 will not be targeted. That's how your stomach stays protected.

www.BEXTRA.com

BEXTRA
valdecoxib tablets

7

BEXTRA IS GENERALLY WELL TOLERATED.

The most common side effects in clinical trials were headache, abdominal pain, indigestion, upper respiratory infection, nausea and diarrhea.

In clinical studies, the percentage of patients treated with 10-mg BEXTRA that discontinued therapy was similar to that of patients taking placebo (7.5 vs. 6.0 for placebo).

IS BEXTRA RIGHT FOR YOU?

BEXTRA is not for everyone. Prescription BEXTRA should not be taken if you've had allergic reactions to certain drugs called sulfonamides, aspirin or other arthritis medicines, or if you've had aspirin-sensitive asthma. It is not recommended if you have advanced kidney disease. BEXTRA should not be taken in late pregnancy. Tell your doctor if you have kidney or liver problems. In rare cases, serious stomach problems such as bleeding can occur without warning. Serious skin reactions can occur. If you experience any of these problems or other severe or unusual symptoms while taking BEXTRA, tell your doctor immediately.

Please see accompanying important Product Information.

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Client:	Pfizer
Project:	COX-2 LFA (30 minutes)
Title:	On the Road to Joint Pain Relief Transcript 27:30
Date:	January 2, 2004 FINAL

LOCATION	AUDIO
ANNOUNCER VO	The following is a paid advertisement for arthritis sufferers brought to you by Pfizer.
[] (swimmer)	Without joint pain life is good again.
[]	You don't have to live your life in pain any longer.
[]	Once I tried this prescription medicine I could do everything I needed to do fluidly and without pain.
[]	It really improved my quality of life, which is very important.
[]	For me this medication was a breakthrough.
[]	I didn't really expect it to work and I was absolutely shocked.
[]	It was like my life had been given back to me.
[]	I feel like a new person. I'm feeling very grateful, hah.
[]	Now I can go back to being myself. I can do as much as I want to. It's great!
[]	I don't struggle through the day anymore.
[]	You can be free; you can be free of the pain.
[]	This drug has made a world of difference in my life.
[]	I went from this crippled character to a guy who could just do his

	work again.
[]	I'm enjoying life a lot more.
ANNOUNCER VO	<p>To all those people who are still suffering from joint pain, inflammation, and stiffness all those pains associated with arthritis we have just one question, why?</p> <p>In the next half hour you'll join our hosts Dr. James Rippe and medical correspondent Amy Hendel as they travel by bus across America to discover how millions of people have left their joint pain behind. Thanks to a different prescription medicine.</p>
	You'll also meet pain specialist and patient advocate, Dr. Liza Leal, who will give you insights into a different kind of prescription medication, and how it works to relieve joint pain. So stay tuned to get important information that can help you.
[]	I was able to get the information and to leave the joint pain behind.
DR. JAMES RIPPE/HOST	On our show you'll get valuable information, including important news about a totally different kind of prescription pain reliever.
AMY HENDEL/COHOST	It could be a whole new way for you to treat your arthritis joint pain, one that can make all the difference in your world.
	We're here at the Kansas State Fair and we're talking to people about arthritis and about joint pain. So let's find out what does arthritis keep people from doing?
Candid Intercept - Farmer 1	I can't do all the things that I used to do but I live with it.
Candid Intercept - woman at carnival booth	You know I used to play football with my grandkids all the time and you know baseball and stuff; I can't do it now.
Candid Intercept - Woman 2	Sometimes I don't exercise 'cause it hurts so.
Candid Intercept - Farmer 1	When it gets bad I just don't get out of bed.
Candid Intercept - Woman 3	I've always just kind of learned to live with it but I don't like to.
Candid Intercept - Man 1	Nothing really seems to solve the problem.
AMY HENDEL/COHOST V/O	Can you tell me a little bit about the joint pain or the arthritis pain?
Candid Intercept - Woman 4	Some ankle pain but mostly my knees.
AMY HENDEL/COHOST	How do you feel about getting new information that might help you with, with your arthritis?
Candid Intercept - Farmer 1	I would be 100% interested.

AMY HENDEL/COHOST	Well that's it from the Kansas State Fair.
DR. JAMES RIPPE/HOST	<p>Fifty million Americans are living with debilitating pain and they don't have to. Now joint pain can keep you from doing the activities you enjoy, but what happens when it threatens your livelihood?</p> <p>[] is a farmer that had to confront that possibility when one day he couldn't even climb onto his tractor.</p>
[] TESTIMONIAL	<p>We have a lot of stress in farming right now making ends meet. Our workload is put into a smaller time frame as we can so we spend up to 16 or 18 hours a day at times on a tractor and over a period of hours without stopping and standing or moving around I was barely able to move at times. Well, you're nearly paralyzed when you try to get up and leave I'd have to get my legs out to get my hips in their proper position where they're not in a lot of pain and then get my knees stretched out straight. So it's the most comfortable way we do it, but it's very confining.</p> <p>During the year we not only make our hay, we have to irrigate our hay, we have to build fence, repair fences, feed the cattle in the wintertime, and so, most everything we do with the cattle is, is very physical in nature.</p> <p>It's a tremendous source of problem with the joint pain. I never could sleep through the night. I wake up with a lot of pain, especially in my shoulders. Well, this last summer it got really bad. My hips, my knees, the base of my thumb, my middle finger; the joint pain is quite evident.</p> <p>I had so many problems doing my job. I've always just bought over the counter pain relievers, start with them first thing in the morning and continue through the day as long as I need them and then it was suggested to me that maybe that there was a different kind of pain relief.</p> <p>I had the opportunity to find out about this prescription medication and try it. It was phenomenal. The difference it made in my life and I take one pill a day in the morning first thing and it's good for all day and made a tremendous difference. Right away it took 90% or more of the pain away, which, which takes you from nearly being crippled to, to being able to do your job and I could do everything I needed to do fluidly and without pain.</p>
[]	It's the difference between day and night. It will give you your life back again.
[]	I'm back to normal doing what I like to do.

[]	It's great! And I can't tell you how exciting it is.
[]	You definitely should call and get the information.
[]	This is information that we need for the rest of our lives.
DR. JAMES RIPPE/HOST	Dr. Liza Leal, a pain management specialist in Houston, Texas and author and patient advocate on Capitol Hill knows how important getting the right information can be.
DR. LIZA LEAL/ EXPERT TESTIMONIAL	<p>Getting the right information starts with understanding where the problem starts. It's our joints that connect the supportive skeleton enabling us to move, giving us flexibility, but our joints take a beating day in and day out. Thousands of pounds of pressure created by simple activities like going up a flight of stairs, walking the dog, or running to catch a bus.</p> <p>Osteoarthritis is the most common joint problem resulting from the deterioration of cartilage and bone, which causes inflammation, joint pain, and stiffness. There are many ways people try to relieve their joint pain often without a great deal of success. However, there is a different kind of prescription medicine that can alleviate this pain. It targets the chemicals produced that cause pain enabling smooth, pain-free movement.</p>
[]	<p>My name is [] I'm 42-years old and I'm a sales executive, and I make a lot of sales calls. I work with Exotic Cars as a product specialist for the auto shows. I travel around the country. I'm constantly on the go. Traveling is very difficult on the body. Just being in cramped spaces for long periods of time.</p> <p>About a year ago I woke up, I was in so much pain that I literally couldn't move from my bedroom to my living room. It was awful. My knees hurt, my hips, my ankles, I mean, it was so bad I couldn't walk. I was shuffling around, I was depressed, my life came to a screeching halt. I tried taking some over-the-counter medications but nothing was effective and I had some very bad side effects.</p> <p>I thought I was too young to have arthritis. It's definitely not something that you readily accept. Doing what I do, you can't be like that. I didn't have a choice at that point.</p> <p>So I finally got the information that I needed to get my life back on track and now I'm feeling a lot better. I would recommend that you get help with your arthritis pain. I mean, it made a difference for me over night. I went from being in the most unbearable pain I have ever been in my entire life to having my life back again.</p>
DR. LIZA LEAL/	A more informed patient is a healthier one. I know. Before I was a

EXPERT TESTIMONIAL	<p>doctor I was a patient. At the age of 23 I was diagnosed with a debilitating form of arthritis and spent over three years in a wheelchair. I went on a learning expedition to find out all I could on how to best manage my pain and get my life back. With the right combination of treatment, exercise, nutrition, and the right prescription medicine, I got my life back. Stay tuned, get the right information, coming up right now, and then discuss it with your doctor.</p>
CTA 1 ANNOUNCER VO	<p>Millions of Americans who were suffering with joint pain from arthritis have changed the way they treat their pain and have gotten their lives back. How did they take control of their pain? What rescued them? That information is all here.</p> <p>Call the number on your screen or log on to leavepainbehind.com and get on the road to joint pain relief with this free information kit. You'll find out about a different kind of prescription medicine that's already helping millions. You'll learn how it works and why it works on so many types of joint pain and you can take it just once a day for relief that lasts 24 hours.</p>
[]	It lasts me all day and through the night, and I mean what more can I want?
ANNOUNCER VO	You'll also find out important facts about getting pain relief safely. Plus, you'll get 25 tips for pain-free living, which include exercise and nutritional tips that can help you manage your pain.
[]	It's absolutely important that people should know about information and how to get to it because there's no reason to play in pain.
ANNOUNCER VO	<p>If pain is making it difficult for you to do the things you love, get on the road to joint pain relief now, with your free information kit. <u>Call toll-free 1-866-890-0700</u> today and get your life back.</p>
[]	Before anything can change you need information.
[]	You don't have to live your life in pain any longer.
[]	Whether I'm driving cattle or driving tractor or driving a golf ball, my life is just a whole lot nicer now.
ANNOUNCER VO	Taking something for your pain but still find yourself suffering?
DR. LIZA LEAL/ EXPERT TESTIMONIAL	<p>There are many ways people try to relieve their joint pain often without a great deal of success. However, there is a different kind of prescription medicine that can alleviate this pain. It targets the chemicals produced that cause pain enabling smooth, pain-free movement.</p>

ANNOUNCER VO	<p>Call the number on your screen now. You'll also get a pain assessment card that can help you talk to your doctor about a different kind of prescription that might be right for you.</p> <p>Join the millions who are not giving in to their pain. Discover a powerful prescription medication that's giving people back their lives. <u>Call toll-free 1-866-890-0700</u> now to get your free information kit and get on the road to joint pain relief.</p>
[redacted]	It really improved my quality of life.
[redacted]	It was unbelievable.
[redacted]	It's given me back my life again.
[redacted]	I took control of my life.
[redacted] (swimmer)	Without joint pain life is good again.
[redacted]	You owe it to yourself to make that change in your life.
[redacted]	This prescription really did wonders for me.
[redacted]	I don't struggle through the day anymore. I, I'm, I'm having fun.
Hotel Door Man	Welcome to New Orleans!
AMY HENDEL/CO-HOST	Do you guys suffer from any kind of joint pain?
Candid Intercept - Woman on street 1	My joint pain is in my thumbs, in my knees, and my hips.
Candid Intercept - Hot Dog Vender	Some days I just can't even get my knees to bend.
Candid Intercept - Man on Street with Daughter	It's stopped me from playing ball a lot.
Candid Intercept - Man on street 2	I can't jog anymore.
Candid Intercept - Taxi cab driver	I can't ride a bike anymore; no way.
[redacted]	My name is [redacted] I'm [redacted] senior oyster shucker. I've been here for 21 years, this is what I do-shuck and jive all night long. Well, after 1,100 oysters a day it hurts only when you stop.
AMY HENDEL/CO-HOST	OK, and if you had to rank your pain say on a scale of one to ten, how would you rate the pain when it gets really bad?
Candid Intercept - Woman on street 3	Ten.
Candid Intercept - Man on	On the scale of one to ten I think I describe it as probably like an

street 2	eight.
Candid Intercept -Woman on the street 1	In my thumbs, which is the worst I would say it's eight.
AMY HENDEL/CO-HOST	And what do you for the pain?
Hot Dog Vendor	You know do 12, 12 to 15 of those over the counter medications everyday.
AMY HENDEL/CO-HOST	If you had another option that could offer you some pain relief, would you give it a shot?
Candid Intercept - Woman on street 3	Sure, sure.
Candid Intercept - Man with daughter	I would like to get rid of this joint pain where I can start playing ball again, riding my bike, doing the things I like to do.
[]	<p>My name is [] and I play Cajun cello. I've been playing close to 30 years. Musicians normally play through pain. They don't as a whole like to broadcast if they're having any kind of problem. I did something right in there, I have no clue what it is, but when that sucker acts up it's painful. It feels like there's a piece of glass rubbing under there that musically would have sounded like this.</p> <p>I couldn't be myself, you know, and basically what it boils down to is that having the pain interrupts me being who I am. I was given the prescription medication and within a very short time the pain went down to zero and I know that I'm going to be back to normal doing what I like to do.</p>
[]	<p>Well I was on a cane for a while and I was embarrassed to be on a cane. I really didn't want my friends to see me because I've always been very active. And I was taking over-the-counter medications which met with little success for me. And my doctor prescribed a drug and it keeps me going for the whole day. I threw the cane away and it made me feel better, my self-esteem went up, and I could bend down and pick up my grandson where it was kind of difficult for me to do before I got on this drug. It's a joy, it's a joy to play with [] he's only two and a few months. And, uh, he's just a bundle of energy, he has a mind of his own. You know, I never know how he's going to react to things, I just turn him loose and let him be, you know, he's a high-spirited kid. I'm very thankful, I'm very thankful that there was a drug out there that was able to help me as well as it has. It seems to have brought new vitality and life. And that makes me feel good.</p>
AMY HENDEL/CO-HOST	Sitting out a dance.

DR. JAMES RIPPE/HOST	Taking a half swing.
AMY HENDEL/CO-HOST	Working less in your beautiful garden.
DR. JAMES RIPPE/HOST	Compensating for the pain.
AMY HENDEL/CO-HOST	And compromising your lifestyle.
DR. JAMES RIPPE/HOST	And the question is...
BOTH	Why?
DR. JAMES RIPPE/HOST	Especially now when there's so much more you can do for joint pain and arthritis than there was even a few years ago.
AMY HENDEL/CO-HOST	It can also interfere with your livelihood and if you're a firefighter like [] that's a scary proposition. Especially when your life and everyone else's is on the line.
[]	<p>My name is [] I am 44-years old. I have arthritis in my left shoulder. It uh, it hurts a lot uh especially when I'm on, on, on the nozzle. When you open up that hose there's a movement; it's like a big snake just jerking around like a big python and you're trying to keep it in control, it felt like somebody was taking a large nail and nailing it into the back of my left shoulder; it was the most excruciating joint pain I've ever felt in my life. A lot of the guys can see I, I was in a lot of pain. I had that macho mentality, saying I don't need to take this. I'll work around the pain, I'll work around the pain, I'll work around the pain.</p> <p>I finally broke down and, and I got rid of my stubbornness and got the information that was probably the best thing I could have done. For me this medication was a breakthrough. That's, that I'm certain of. I take one pill a day and that's all I need. I don't feel the pain anymore. You owe it to yourself to get the information and make that change in your life. I did. It worked for me and I feel great.</p>
AMY HENDEL/CO-HOST	If you're taking something for your joint pain and not getting all the relief you'd like call the number on your screen. You'll get valuable information about the same prescription medicine that brought [] relief.
[]	<p>I'm 59-years old and uh I, I love to do a lot of things. I like projects. Right now part of my projects are designing and teaching design to kids, retired from teaching where I had run a theater program for almost thirty years.</p> <p>You're invincible when you're young and you assume that that's the way it's going to be for the rest of your life and all of a sudden</p>

	<p>the rest of your life is...you're in the rest of your life.</p> <p>I didn't even know I had arthritis you know eventually you say, okay maybe I'll get it but you-you don't realize how debilitating it can be. The pain that I had was in, in the shoulder joint but it radiated, it moved down into, you know into the bicep, into the tricep, there were times when I, I actually felt it down into my wrist.</p> <p>Because I do lighting and I do scenery there is a lot of work over my head and I noticed the ladders just started to grow or I just started to get higher on the ladders until I outgrew that ladder and then went to a taller ladder. It, started in my mid-forties, I guess it got more severe by the time I was 50 and, you start to compensate for what you can't do.</p> <p>That's when I did my research. I wasn't conceding to just getting older, I was doing something about it. I had to take action, so I went to the doctor. He put me on a prescription medication. I would say within two weeks I found I could lift my arm, okay, and that was something that was with a lot of pain before. I don't struggle through the day anymore. I take one pill every 24 hours and that's it. The fact that I don't have pain when I lift my arm is a major, major thing. I don't see myself stopping what I'm doing ever. I, I'm, I'm having fun.</p>
CTA 2 ANNOUNCER VO	<p>Millions of Americans who were suffering with joint pain from arthritis have changed the way they treat their pain. What did they take to control their pain? How did they get their lives back? That information is all here.</p> <p>Call the number on your screen or log on to leavepainbehind.com and get on the road to joint pain relief with this free information kit. You'll find out about a different kind of prescription medicine that's already helping millions. You'll learn how it works and why it works on so many types of joint pain and you can take it just once a day for relief that lasts 24 hours.</p>
[]	I take one pill a day and that's all I need.
ANNOUNCER VO	You'll also find out important facts about getting pain relief safely. Plus, you'll get 25 tips for pain-free living, which include exercise and nutritional tips that can help you manage your pain.
[]	What this experience taught me more than anything else was the value of taking control of your life.
ANNOUNCER VO	<p>If pain is making it difficult for you to do the things you love, get on the road to joint pain relief now, with your free information kit. <u>Call toll-free 1-866-890-0700</u> today and get your life back.</p>
[]	You don't have to suffer. There is relief for your pain.

[]	I feel good to walk out with my daughters. I feel good to go to church and sing in the choir.
[]	I feel like a new person. I'm-I'm feeling very grateful, hah.
ANNOUNCER VO	Taking something for your pain but still find yourself suffering?
[]	All the o-ver the counter stuff I tried nothing really helped. I, I really didn't get any relief.
DR. LIZA LEAL/ EXPERT TESTIMONIAL	There are many ways people try to relieve their joint pain often without a great deal of success. However, there is a different kind of prescription medicine that can alleviate this pain. It targets the chemicals produced that cause pain enabling smooth, pain-free movement.
ANNOUNCER VO	<p>Call the number on your screen now. You'll also get a pain assessment card that can help you talk to your doctor about a different kind of prescription that might be right for you.</p> <p>Join the millions who are discovering a powerful prescription medicine to get control over their pain.</p> <p><u>Call toll-free 1-866-890-0700</u> now to get your free information kit and get on the road to joint pain relief.</p>
[]	My life's been so much better since I've been taking this. I'm surfing again, playing golf again without pain.
[]	You can be free of pain.
[]	Go out, get information, and do something about your condition.
[]	Get the information you need so you can get your life back in control.
DR. JAMES RIPPE/HOST	You can control your pain or have it control you. But can you reverse the restrictions arthritis pain puts on your lifestyle? I think a puppeteer we met can help answer that question.
[]	<p>I use puppets to teach children about disabilities and through these puppets they can see how children with disabilities have a lot more things in common with them than they have differences.</p> <p>Sometimes we do as many as eight shows in one day each one of them lasting about an hour so that's a lot of handwork. Now there's something very special about doing these puppet shows. I feel that if one kid goes out of that show realizing something important then I've, I've done my job and oh, I wouldn't want to give that up.</p>

	<p>My problem started maybe five years ago. I started feeling pain in my hands, uh pain-pain in my thumb joints particularly, it was getting more and more difficult to handle the puppets. Once you get started performing adrenaline kind of kicks in and the performance itself is okay but afterwards the pain is unbearable. You know I don't want to just say well I can't do this anymore.</p> <p>I take a, a cue from the puppets, these disabled puppets say, "I don't want to think about what I can't do. I'll think about what I can do and do as much as I can do and I'm not going to let my disability stop me from doing what I want to do." So I just took a lot of over the counter type pain relievers and I don't like that. ,</p> <p>I finally went to a doctor and he said, I've got something for you to try. You can take it with food, you don't have to take it with food, so I tried it. Now I can go back to being myself. When you get to a point where you're in pain you do something about it. Don't let it stop you, you know.</p>
[]	<p>My name is [] I'm 44-years old, soon to be 45. I grew up in San Juan, Puerto Rico. I played basketball and volleyball throughout high school on a cement court. I think as a professional athlete I took a lot of punishment. It wasn't chronic pain back then. It was only later that I sort of started having joint pain in my hip. So finally I went to my university hospital, saw the doctors that had treated me before and they said try this and I did, and it worked, it really improved my quality of life.</p> <p>My advice to the people that are out there that are living with pain and are still active is to get more information, see exactly what's out there and I think it'll make a big difference in their life.</p>
DR. JAMES RIPPE/HOST	You shouldn't have to compromise your life because of joint pain.
AMY HENDEL/CO-HOST	The information you can send away for now can help you make sure you don't. Call and you'll find out more about a different kind of prescription medicine you can take once a day that works on joint pain for 24 hours.
[]	If I take one at night then I know I'm good until the next night.
TESTIMONIAL	It lasts me all day and through the night and I mean, what more can I want?
DR. LIZA LEAL/ EXPERT TESTIMONIAL	If you have joint pain even the simplest activities can be painful. That's why it's important to have every possible tool at your disposal to treat the pain. As a patient advocate I want you to know you can take control of your well being; you have the right to speak to your doctor so he or she understands the type of pain you're feeling, the right to know as much as you can about the latest treatment options, the right to get all the information to help

	<p>you make those decisions, the right to do all you can to get rid of the pain. A more informed patient is a healthier one. I know. Before I was a doctor I was a patient.</p> <p>At the age of 23 I was diagnosed with a debilitating form of arthritis and spent over three years in a wheelchair. I went on a learning expedition to find out all I could on how to best manage my pain and get my life back. With the right combination of treatment, exercise, nutrition, and the right prescription medicine, I got my life back. Stay tuned, get the right information coming up right now, and then discuss it with your doctor.</p>
DR. JAMES RIPPE/HOST	Millions of people suffer from joint pain. If you're still one of them the question is why, when real relief is just down the road.
AMY HENDEL/CO-HOST	If your destination is relief of joint or arthritis pain don't delay. Make the call today and leave the pain behind.
CTA 3 ANNOUNCER VO	<p>Millions of Americans who were suffering with joint pain from arthritis have changed the way they treat their pain and have gotten their lives back. How did they take control of their pain? What rescued them? That information is all here.</p> <p>Call the number on your screen or log on to leavepainbehind.com and get on the road to joint pain relief with this free information kit. You'll find out about a different kind of prescription medicine that's already helping millions. You'll learn how it works and why it works on so many types of joint pain and you can take it just once a day for relief that lasts 24 hours.</p>
[]	It lasts me all day and through the night, and I mean what more can I want?
ANNOUNCER VO	You'll also find out important facts about getting pain relief safely. Plus, you'll get 25 tips for pain-free living, which include exercise and nutritional tips that can help you manage your pain.
[]	It's absolutely important that people should know about information and how to get to it because there's no reason to play in pain.
ANNOUNCER VO	If pain is making it difficult for you to do the things you love, get on the road to joint pain relief now, with your free information kit. <u>Call toll-free 1-866-890-0700</u> today and get your life back.
[]	Before anything can change you need information.
[]	You don't have to live your life in pain any longer.
[]	Whether I'm driving cattle or driving tractor or driving a golf ball

	my life is just a whole lot nicer now.
ANNOUNCER VO	Taking something for your pain but still find yourself suffering?
DR. LIZA LEAL/ EXPERT TESTIMONIAL	There are many ways people try to relieve their joint pain often without a great deal of success. However, there is a different kind of prescription medicine that can alleviate this pain. It targets the chemicals produced that cause pain enabling smooth, pain-free movement.
ANNOUNCER VO	<p>Call the number on your screen now. You'll also get a pain assessment card that can help you talk to your doctor about a different kind of prescription that might be right for you.</p> <p>Join the millions who are discovering a powerful prescription medicine to get control over their pain.</p> <p><u>Call toll-free 1-866-890-0700</u> now to get your free information kit and get on the road to joint pain relief.</p>
[REDACTED]	It really improved my quality of life.
[REDACTED]	It was unbelievable.
[REDACTED]	It's given me back my life again.
[REDACTED]	I took control of my life.
[REDACTED] (swimmer)	Without joint pain life is good again.
[REDACTED]	You owe it to yourself to make that change in your life.
[REDACTED]	This prescription really did wonders for me.
[REDACTED]	I don't struggle through the day anymore. I, I'm, I'm having fun.
ANNOUNCER VO	The following is a paid advertisement for arthritis sufferers brought to you by Pfizer.